

ABSTRACT

THE ROLE OF EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL CULTURE IN INFLUENCING EMPLOYEE RETENTION AT THE YAYASAN TUAIAN DUNIA'S

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This study aims to determine the effect of employee engagement and organizational culture on employee retention at Yayasan Tuaian Dunia. The subjects in this study were employees of Yayasan Tuaian Dunia with a minimum work period of 1 year. This research uses a quantitative methodological approach based on a positive philosophy, the sampling technique used is nonprobability sampling. The type of data collected using the questionnaire method with 86 respondent samples. The results of this study indicate that there is a significant influence between employee engagement (X_1) and organizational culture (X_2) on employee retention (Y) at Yayasan Tuaian Dunia, employee engagement (X_1) partially has a significant positive effect on employee retention (Y) and organizational culture (X_2) partially has a significant positive effect on employee retention (Y) at Yayasan Tuaian Dunia.

Keywords: non-profit organizations, employee engagement, organizational culture, employee retention